



Overview of Customer Satisfaction Process

Mike Fernandez Customer Measurement Services April 3, 2006

The Customer Care Index Overview



In order to compete in today's markets, telecom provider: requirements customers demand from a Verizon must focus on the basic

- Do it right the first time
- Honor commitments
- Correct problems quickly
- Keep customers informed
- Provide connections to the right person at Verizon who can help the customer



CCIs: The Voice of Our Customers Verizon's Customer Satisfaction Surveys



- services offered by Verizon customer satisfaction levels associated with the various products and CCI stands for Customer Care Index. It is a measurement of
- processes. Customer perceptions are obtained through surveys. The CCI is the source for measuring customer perception of our
- The results of the surveys are reported twice a month. They provide us with:
- An indicator of the level of service provided to customers
- An indicator of the quality of products provided to customers
- The areas where workgroups excelled
- The areas of the business that need improvement



Customer Care Index What is CCI?



Process managed by an independent organization within Verizon (Customer Measurement Services)

- Determine methodology and establish standards
- Manage sample selection
- Monitor vendor activities for quality and compliance to standards
- Compute, publish and track results
- compensation Establish annual performance objectives linked to management
- or "Satisfactory" rate overall performance as "Outstanding", "Very Good" CCI results represent the percentage of customers who
- Customers are offered five rating choices
- Outstanding
- Very Good
- Satisfactory
- Not So Good
- Poor

Identified as the "Top 3 of 5

Indicators of a need for improvement

Customer Measurement Services Our Primary Goals



- To be "the Voice of the Customer" for all LOBs throughout the Verizon footprint
- To align people and processes around customer priorities
- To be a catalyst for driving continuous improvement enabling outstanding service delivery
- To set customer objectives for the business, based on benchmarking, and tied to compensation



Customer Care Index

What do we measure?



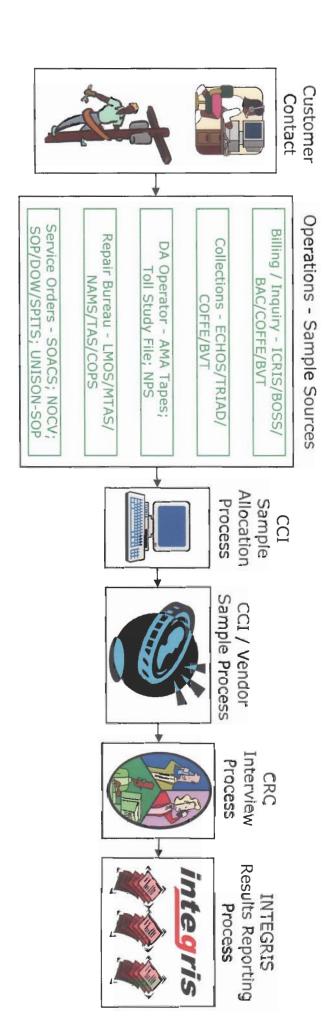
| Wholesale | Enterprise LB1, 2, & 3 ISP | Broadband DSL FiOS | LiveSource | Business Solutions | <u>Segment</u> Consumer |
|---|---|---|-----------------------------------|---|--|
| Relationship | Relationship | Transaction | Transaction | Transaction | Survey Type Transaction |
| Account Management Service Reliability Price Billing Format/Inquiry | Account Management Service Reliability Price Billing Format/Inquiry | Provisioning Repair Request & Inquiry | Directory Assistance | Provisioning Repair Request & Inquiry Receivables Mgmt | Process Provisioning Repair Request & Inquiry Receivables Mgmt |
| Annual | Annual | Daily Sample / Monthly Results | Daily Sample / Monthly Results | Daily Sample / Monthly Results | Frequency Daily Sample / Monthly Results |



Customer Care Index How is CCI measured?



CCI results are measured utilizing the following process





How is CCI sample gathered? Customer Care Index

verizon

Contact



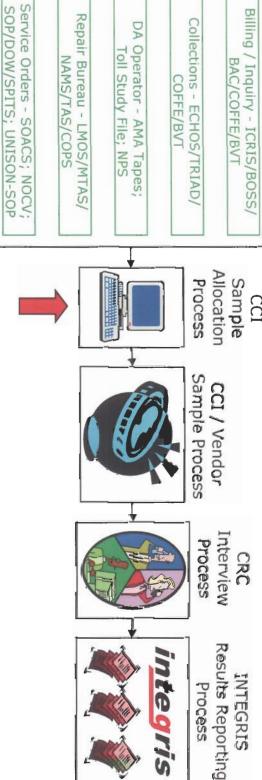


Collections - ECHOS/TRIAD

COFFE/BVT

DA Operator - AMA Tapes; Toll Study File; NPS

Repair Bureau - LMOS/MTAS, NAMS/TAS/COPS



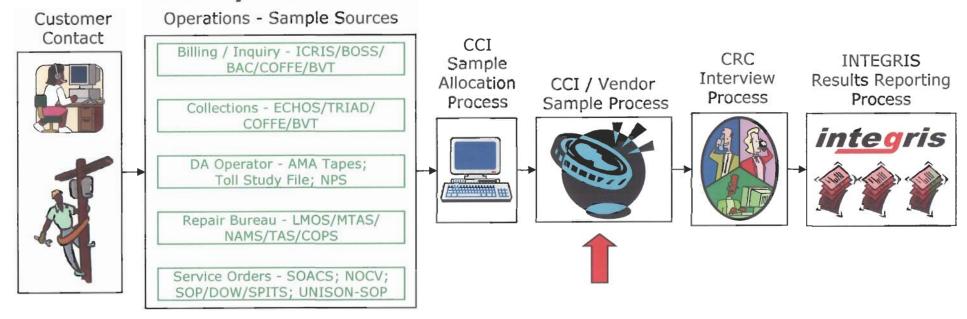
- recent transaction within Verizon generated daily CMS receives a random sample of customer accounts who had a
- & directory assistance Transactions include provisioning, repair, request & inquiry, collections,
- Random list of customer accounts selected based on eligibility requirements and duplication control
- Sample files are processed and sent to vendor daily



Customer Care Index

How is CCI sample allocated?





- After receiving the initial sample files, vendor processes the sample into their systems
 - Vendor allocates sample for each survey by:
 - Performing duplication checks within and across each of the sample lists
 - Randomly select customers to be interviewed
 - Distributing the sample to interviewing staff across month to ensure accurate representation of performance

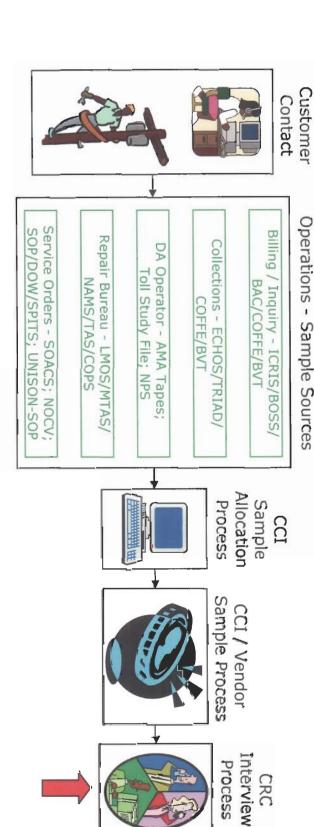


Customer Care Index How are CCI interviews conducted?



INTEGRIS
Results Reporting

Process



- customer interviews Vendor located at Customer Research Center (CRC) conducts
- basis Conducts interviews with customers for each of the surveys on a daily
- monitoring the quality of interviewing, data entry, transcribing and Manages the completion of interviews in terms of achieving quotas and
- Compiles results and transmits data to CMS to load into INTEGRIS

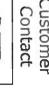


How are CCI results reported? Customer Care Index

verizon

Customer







Billing / Inquiry - ICRIS/BOSS,

Operations - Sample Sources

Collections - ECHOS/TRIAD,

DA Operator - AMA Tapes Toll Study File; NPS

Repair Bureau - LMOS/MTAS, NAMS/TAS/COPS

Service Orders - SOACS; NOCV; SOP/DOW/SPITS; UNISON-SOP Allocation Process Sample Sample Process CCI / Vendor Interview Process Results Reporting INTEGRIS Process

- reporting Results from CCI interviews are sent to CMS - INTEGRIS for
- INTEGRIS is the official reporting system of CCI results
- across each of the surveys Data is loaded and weighted according to organizational structure
- tne system Verbatim comments and codes from each survey are also entered into
- performance and analyze customer requirements Reports are made available for each group to monitor their



Measurement Development Process



I. Planning

- Define purpose and uses of measurements
- Identify customer segments / service flows
- Gather information needed to develop customer feedback and response plan
- Schedules, Deliverables, Accountabilities

II. Catalogue Customer Requirements

- Conduct focus groups of frontline employees
- Conduct focus groups / interviews of customers
- · Gather Qualitative information

III. Draft Questionnaire

- Design questionnaire and draft questions
- Review with organization leaders
- Pretest with providers / customers
- Conduct test / validate survey

IV. Develop Sampling Plan

- Draft sampling plan
- Finalize necessary elements to obtain and utilize sample (automated / manual, frequency, information available, etc.)

V. Select Sample

- Define criteria to select customers to respond to survey
- Determine type of sample to gather (sample / census, random, stratified / unstratified, etc.)

VI. Collect Data

- Survey is administrated and data is collected
- Details concerning coding, production, administration, and communication are addressed

VII. Data Processing

- Data collected would be processed, quality controlled, and formatted into a usable form
- Basic reports created are Company-Wide, Departmental, etc.

VIII. Interpreting the Data

- Analyze results, identify "key drivers", strengths / weaknesses trends, etc.
- Study results at organizational and departmental level

IX. Feeding Back the Results

- Key findings and priorities for action will be communicated to senior leaders
- Action plans are constructed, developed and communicated



Provisioning & Repair Hierarchies and Monthly Quota



| | | | | | | | | | | | | | | | | | | | | | | | Verizon | Level | [WR] |
|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|-----|-------------|----------|---------|---------|-----------------------|
| | | | | | | | | | | | | | | | | | | | | | | Region 1 | | Level 2 | [WR] |
| | | | | | | | | | | | | | | | | | | | | | Market Area | | | Level 3 | [WR] |
| | | | | | District 4 | | | | | District 3 | | | | District 2 | | | | | District 1 | | 38 1 | | | Level 5 | [WR=Weighted Result] |
| Manager 45 | Manager 44 | Manager 43 | Manager 42 | Manager 41 | | Manager 34 | Manager 33 | Manager 32 | Manager 31 | | Manager 23 | Manager 22 | Manager 21 | | Manager 14 | Manager 13 | Manager 12 | Manager 11 | | | | | | Level 6 | [WA=Weighted Applied] |
| 20 | 20 | 20 | 20 | 20 | 100 | | 25 | 25 | 25 | 100 | | 35 | 35 | 105 | 25 | 25 | 25 | 25 | 100 | 405 | 405 | 2770 | 5065 | QUOTA | |



Sampling Error

Region 1 – Consumer Repair



Sampling Chart Region 1

| Entity | Monthly Sample | Sample Error | Quarterly Sample | Sample Error | Annual Sample | Sample Error |
|------------|-------------------|-----------------|---------------------|-----------------|------------------|-----------------|
| District 1 | 100 | 7.0% | 300 | 4.5% | 1200 | 2.3% |
| District 2 | 105 | 6.8% | 315 | 4.4% | 1260 | 2.2% |
| District 3 | 100 | 7.0% | 300 | 4.5% | 1200 | 2.3% |
| District 4 | 100 | 7.0% | 300 | 4.5% | 1200 | 2.3% |
| Region 1 | 405 | 3.5% | 1215 | 2.2% | 4860 | 1.1% |

Sampling error is a function of the sample size and the sample result. The closer the result is to 100%, the smaller the sampling error. The larger your sample size, the smaller the sampling error, but the increase in precision can become very costly.



Customer Research Center



- Located at Clifton Park, NY
- Owned by Verizon / managed by market research firm (Market Insights)
- Interviewing
- 120 interviewing stations + 12 LB 2
 & 3
- 220 part time interviewers
- Bilingual interviewing (Spanish, Mandarin / Cantonese)
- Dedicated LB 2 & LB 3 interviewing team
- 8 full time LB 2 / LB 3 interviewers
- Nationwide Calling & Hours
- Corporate Network

Management Supervision

- 10:1 Interviewer / Supervisor ratio
- 13 Market Insights management employees
- Site Director
- Human Resources
- Project Managers
- Training
- Transcription
- Data Processing
- 2 On-site Verizon employees
- Quality Assurance
- Project Management
- Monthly quality score linked to vendor compensation



Customer Measurements

INTEGRIS - Overview



Functionality

- Integrated Results
 Information System
 (INTEGRIS) application uses
 client/server technology to
 retrieve and display Verizon
 survey results
- Tracks measurement results from the lowest data collection level to the company level
- Client/GUI front end was developed using PowerBuilder software
- Server side consists of a SYBASE relational database
- Automatic deployment process
- Installation via CD-ROM or Zip files

Reporting

- "Dynamic" Matrix
 - Generates results from each transaction and relationship survey
- Verbatim / Verbatim by Respondent
 - Generates transcribed customer comments recorded during an interview

Extract

 Generates a comma delimited flat file of each interview's responses

Hierarchy

 Generates a structured outline of the organization as captured by the survey



INTEGRIS - Screen Shots: Matrix Standard Report



| MATRIX REPORT | | | | | | | | | | | |
|--|----------------------------|---------|---------|---------|---------|---------|----------|---------|---------|-------------------|--|
| MATRIX REPORTS | 90.0 | 89.8 | 90.7 | 90.4 | 89.2 | 90.0 | 90.3 | 0.68 | 90.2 | %,AU | Q4.5 PROVIDING CLEAR INSTRUCTIONS |
| MATRIX REPORT MATR | 83.8 | 84.9 | 84.7 | 83.6 | 82.2 | 83.6 | 83.8 | 82.7 | 84.7 | %.M% | Q4.3 WORK DONE CORRECTLY 1st TIME |
| MATRIX PERORITS MATRIX PER | 83.4 | 86.4 | 85.5 | 84.8 | 81.9 | 82.9 | 81.8 | 81.9 | 81.5 | ₩W | Q4.2.1 INFORMED on STATUS of REQUEST |
| MATRIX REPORT | 88.4 | 90.4 | 89.2 | 0.68 | 86.7 | 88.2 | 87.6 | 87.4 | 88.4 | ₩% | Q4.1 COMPLETED BY DATE PROMISED |
| MATRIX REPORT | 90.3 | 90.8 | 90.6 | 90.1 | 89.8 | 90.2 | 89.1 | 90.5 | 91.0 | 96.AU | Q4.0.1 COMMITMENT THAT MET NEEDS (Eff 1/02) |
| MATRIX REPORT | 86.8 | 90.2 | 90.2 | 88.4 | 84.4 | 86.5 | 85.0 | 84.6 | 85.1 | 96.AII | Q4.0 APPOINTMENT THAT MET NEEDS (Eff 1/02) |
| INTEGRIS MATRIX REPORT 1 87.7 87.2 87.4 88.6 88.4 88.1 89.4 1 88.6 90.0 89.5 88.9 89.2 90.2 90.2 81.6 82.4 94.94.3 94.4 94.1 94.9 94.7 94.2 93.8 94.4 94.8 94.1 94.9 93.8 94.5 93.8 94.4 94.8 94.1 94.8 94.2 93.4 2 90.5 91.3 92.3 91.4 95.5 95.8 98.4 98.7 98.5 98.8 98.6 98.8 98.6 98.8 98.6 | | | | | | | | | | | Completing the Work |
| INTEGRIS MATRIX REPORT 1 87.7 87.2 87.4 86.6 88.4 88.1 89.4 1 88.6 90.0 89.5 88.9 89.2 90.2 90.2 6 83.6 84.7 83.9 82.2 83.1 83.6 82.4 3 94.2 94.6 94.2 94.0 94.4 94.7 94.2 4 94.3 94.4 94.4 94.1 94.6 93.8 94.5 6 93.6 94.4 94.8 94.1 94.6 93.8 94.5 9 93.6 94.4 94.8 94.1 94.6 94.2 93.4 2 90.5 91.3 92.3 91.4 94.6 96.7 | 98.5 | 98.6 | 8.89 | 98.6 | 98.3 | 0.88 | 8.86 | 98.5 | 98.4 | 96.MA | Q3.7.1 RATE TECH EXPLANATION OF WORK(eff.01/C |
| INTEGRIS MATRIX REPORT 1 877 87.2 87.4 86.6 88.4 88.1 89.4 1 88.6 90.0 89.5 88.9 89.2 90.2 90.2 1 83.6 84.7 83.9 82.2 83.1 83.6 82.4 3 94.2 94.6 94.2 94.0 94.4 94.7 94.2 9 93.6 94.4 94.8 94.1 94.8 94.2 93.4 2 90.5 91.3 92.3 91.4 94.6 94.2 93.4 | 95.9 | 98.7 | 96.4 | 95.8 | 95.5 | 95.4 | 95.7 | 95.4 | 96.1 | ₩ % | Q3.6 Sensitive to Business Needs |
| INTEGRIS MATRIX REPORT 1 87.7 87.2 87.4 86.6 88.4 88.1 89.4 1 88.6 90.0 89.5 88.9 89.2 90.2 90.2 6 83.6 84.7 83.9 82.2 83.1 83.6 82.4 3 94.2 94.6 94.2 94.0 94.4 94.7 94.2 9 93.6 94.4 94.8 94.1 94.6 94.2 93.4 | 91.3 | | | | 91.4 | 92.3 | 91.3 | 90.5 | 91.2 | %W, | Q3.4 Promptness of Arrival |
| INTEGRIS MATRIX REPORT 1 87.7 87.2 87.4 86.6 88.4 88.1 89.4 1 88.6 90.0 89.5 88.9 89.2 90.2 90.2 6 83.6 84.7 83.9 82.2 83.1 83.6 82.4 3 94.2 94.6 94.2 94.0 94.4 94.7 94.2 4 94.3 94.4 94.8 94.1 94.9 93.8 94.5 6 93.6 94.4 94.8 94.1 94.6 94.2 93.4 | | | | | | | | | | | Technician |
| INTEGRIS MATRIX REPORT 1 87.7 87.2 87.4 88.6 88.4 88.1 89.4 1 88.6 90.0 89.5 88.9 89.2 90.2 90.2 1 83.6 84.7 83.9 82.2 83.1 83.6 82.4 3 94.2 94.6 94.2 94.0 94.4 94.7 94.2 4 94.3 94.3 94.4 94.1 94.9 93.8 94.5 | 94.2 | 93.4 | 94.2 | 94.6 | 94.1 | 94.8 | 94.4 | 93.6 | 94.6 | %.M. | Q2.6 SUGGESTING SVCS/OPTIONS TO MEET NEE |
| INTEGRIS MATRIX REPORT 1 87.7 87.2 87.4 88.6 88.4 88.1 89.4 1 88.6 90.0 89.5 88.9 89.2 90.2 90.2 90.2 83.1 83.6 82.4 84.5 84.5 84.6 94.2 94.0 94.4 94.7 94.2 | 94.5 | 94.5 | 93.8 | 94.9 | 94.1 | 94.4 | 94.3 | 94.3 | 95.4 | ₩W | Q2.5 KNOWLEDGE OF PRODUCTS/SERVICES |
| INTEGRIS MATRIX REPORT 1 87.7 87.2 87.4 88.6 88.4 88.1 89.4 1 88.6 90.0 89.5 88.9 89.2 90.2 90.2 90.2 80.4 6 83.6 84.7 83.9 82.2 83.1 83.6 82.4 | 94.5 | 94.2 | 94.7 | 94.4 | 94.0 | 94.2 | 94.6 | 94.2 | 95.3 | 96,800 | Q2.4 LEVEL OF ATTENTION SHOWN |
| INTEGRIS MATRIX REFORT 1 87.7 87.2 87.4 88.6 88.4 88.1 89.4 1 88.6 90.0 89.5 88.9 89.2 90.2 90.2 | 83.5 | 82.4 | 83.6 | 83.1 | 82.2 | 83.9 | 84.7 | 83.6 | 84.6 | %, AU. | Q2.3 EASE OF REACHING REPRESENTATIVE |
| INTEGRIS MATRIX REPORT 05 09/2005 10/2005 11/2005 12/2005 01/2006 02/2006 03/2006 1 87.7 87.2 87.4 88.4 88.4 88.1 89.4 | 89.6 | 90.2 | 90.2 | 89.2 | 6.88 | 89.5 | 90.0 | 88.6 | 90.1 | W.W. | Q2.2 PRMPT ANSWER YOUR CALL |
| INTEGRIS MATRIX REPORT 05 09/2005 10/2005 11/2005 12/2005 01/2006 02/2006 03/2006 1 87.7 87.2 87.4 88.6 88.4 88.1 89.4 | | | | | | | | | | | Handling Request |
| INTEGRIS MATRIX REPORT 05 09/2005 10/2005 11/2005 12/2005 01/2006 02/2006 03/2006 | 88.0 | 89.4 | 88.1 | 88.4 | 86.6 | 87.4 | 87.2 | 87.7 | 89.1 | %.All | Q5.1 OVERALL PERFORMANCE |
| INTEGRIS MATRIX REPORT 05 09/2005 10/2005 11/2005 12/2005 01/2006 02/2006 03/2006 | | | | | | | | | | | VERIZON Level 1 VERIZON Survey Overall |
| INTEGRIS MATRIX REPORT 05 09/2005 10/2005 11/2005 12/2005 01/2006 02/2006 03/2006 | | | | | | | | | im·† | 03/16/2006, Intel | A20 General Business Provisioning (Thru Date - |
| MATRIX REPORT | TOTAL | 03/2006 | 02/2006 | 01/2006 | 12/2005 | 11/2005 | 10/2005 | 09/2005 | 08/2005 | | |
| INTEGRIS | | | | | RT | KIX KEP | MAT | | | | |
| * Extraction | | | | | ۱ " | NTEGEL | | | | | (%Dutstanding, Very Good, Satisfactory) |
| VERIZON | Run Date: 03/28/2006 13:14 | | | | Z | RIZO | Y | | | | Standard Report for Top3 Responses |



INTEGRIS - Screen Shots:

Matrix Dynamic Report



| | | | | | | ZON EGRIS KEPOR | т | Run Date: 03/30/2006 09:23 |
|---------------------------------|--------------------------------------|-----------|---------|---------|---------|-----------------------|---------------------|----------------------------|
| | | 09/2005 | 10/2005 | 11/2005 | 12/2005 | 01/2006 | 02/2006 | TOTAL |
| 20 General Business Provision | illy (Thru Date - 03/02/2006, | Interim - | F | | | | | |
| VERIZON | | | | | | | | |
| Level 3 Capital Q5.1 OVERALL P | ERFORMANCE | | | | | | d bear and a second | |
| Top Three | W% | 85.0 | 88.5 | 89.1 | 87.2 | 92.5 | 91.3 | 88.9 |
| | Counts | 328 | 346 | 355 | 341 | 389 | 381 | 2,140 |
| | Base | 383 | 386 | 397 | 386 | 420 | 419 | 2,391 |
| | WConf Limit | 3.58 | 3.18 | 3.06 | 3.33 | 2.52 | 2.70 | 1.26 |
| Level 3 Island Metro Q5.1 OVERA | | | | | | | | |
| Top Three | W/% | 90.9 | 90.3 | 91.3 | 89.7 | 91.7 | 91.1 | 90.8 |
| | Counts | 334 | 314 | 334 | 333 | 339 | 337 | 1,991 |
| | Base | 367 | 347 | 366 | 369 | 370 | 370 | 2,189 |
| | WConf Limit | 2.94 | 3.11 | 2.89 | 3.10 | 2.82 | 2.91 | 1.21 |
| Level 3 Liberty Q5.1 OVERALL PI | | | | | | | | |
| Top Three | W% | 89.1 | 86.7 | 86.6 | 88.2 | 91.0 | 90.9 | 88.8 |
| | Counts | 360 | 332 | 340 | 335 | 366 | 367 | 2,100 |
| | Base | 399 | 376 | 394 | 379 | 400 | 400 | 2,348 |
| | WConf Limit | 3.06 | 3.43 | 3.36 | 3.25 | 2.80 | 2.82 | 1.28 |
| Level 3 New England Q5.1 OVER | | | C-0.0 | | | | 1[| |
| Top Three | W/% | 91.8 | 93.4 | 94.1 | 91.6 | 93.0 | 94.0 | 93.0 |
| | Counts | 461 | 469 | 472 | 458 | 463 | 471 | 2,794 |
| | Base | 500 | 500 | 500 | 500 | 499 | 500 | 2,999 |
| | WConf Limit | 2.41 | 2.18 | 2.07 | 2.43 | 2.25 | 2.08 | 0.92 |



INTEGRIS - Screen Shots:

Verbatim Full Report

VERIZON Report

PERIOD: MAR 2006 03/30/2006

AS OF:

THE FOLLOWING CHURSAGO WASH RESEN FOR SELECTING THE VERBATINS:

OVERALL PERFORMANCE

Outstanding

HIGHTE OI CAME SOME TRANSPORTED WELLIAME DIVINE DAME: ORIGINAL DUE DATE: THE REPUBLICAN DATE SERVICE ORDER INFE CUSH PAREN/MON-PERM RESEQUENT MUNEER INTERVIEW PER 10D 00443 06/03/02 06/03/02 06/03/06 2090 APPLICATION DATE: CO PRIME MOS-PRIME DESCRIPTION RIGH. BUSINESS OFFICE SALES CODE: IND ICATORS: LAMOUAGE: PLE PET ORD NO: PADDUZ: LD-yes DSL-no CID-yes WM3-no ENGL 13H 06/03/02 newnampshire/L6 MO States

ISSUE Codes: COMIENT Codes:

02-Communication/Information 04-Service Timeliness 04-Hase of Secting Answer/ Info/Phone Hun 05-Fix/Insel of in Time Trans (Svc Ready Dt)

Pos 5.10

USTOMER CARE MESSAGE:

TYP Vezh: PHOTO GROEF NO. SHAT THEORY

OVERALL PERFORMANCE: Outstanding

Avoid Customer irritation! DO NOT CALL THIS CUSTOMER BACK.

Q1.1 PERSON WHO REQUESTED SERVICE Q1.1.1 Placed request for service by (eff 8/03)

Yes Calling the Verison Business Office

Kandling Request

01.3

HOW SERVICE WAS PLACED (PHOMEMAPT)

Q2.5 Q2.6 65.7 Q2.4 Q2.3 Q2.2 KNOWLEDGE OF PRODUCTS/SERVICES DASE OF PEACHING REPRESENTATIVE CONVENIENT HOURS TO CALL SWESESTING SUCS/OPTIONS TO MEET MEEDS BEING ATTENTIVE TO YOUR MEEDS PROMPTLY ANSWERING YOUR CALL Outstanding Outstanding Outstanding Outstanding Outstanding

Q2.11 Q2.12 Q2.8 Q2.10 Q2.12 Ease of placing order thru meb(eff 8/03)
Q2.13 Time took to place web order (eff 8/03)
Q2.14 Rep review order/comfirm request(1/05) Website providing needed info(eff 8/03) Courtesy of the Representative MANDLING CALL EFFICIENTLY Outstanding Outstanding Outstanding Yes

Q3.1 Q3.3.0 VZ Contact in advance(Not Present) 1/06 Q3.3.1 VZ Contact in advance (Present) Q3.3.2 Tech Confirm We Before Begin (Add 1/05) Present When Technician Came TECHNICIAN VEST

Page 1 of 16

A30 Consumer Provisioning Verizon - INTEGRIS Werbattm.

Level 6: NewManpshire/L6

Completing the Work 03.8 04.0 Q2.7 DID TECH EXPLAIN GORK DONE (Eff. 1/00)
Q3.7.1 RATE TECH EXPLANATION OF GORK (Eff. 1/00) Q3.3.3 Tech arrive on schedule(Not Present)1/06
Q3.3.c Tech arrive on schedule(Present)1/06 Tech clean-up work material (add 1/06) APPOINTMENT THAT MET MEEDS (Eff 1/02)

04.1 Q4.2.1 INFORMED on STATUS of PEQUEST Q4.0.1 COMMITTENT THAT MET MEEDS (Eff 1/02) COMPLETED BY DATE PROMISED Given Commit for Rqst Complt (Add 1/05) WORK DOME COPRECTLY 186 TIME PROVIDING CLEAR INSTRUCTIONS

Closing Survey Overall Q5.1 04.10 OVERALL PERFORMANCE

Q5.2.3 Follow-up Call (Not Present) Q5.2.2 Follow-up Call (Present) K'e u

Q5_16 Likely to Switch Local Telephone Company Unlikely to switch

THEY DID EXACTLY... THENY ANGUARD THE QUESTIONS I MANIED ANGUERED, AND THEY DID EMBRYPHANGE IN THE THE THAT...THEY SAID IT WAS GOING DE DOMES, ACTUALLY IT WAS DOME SOMER, AND

I HAD NO PROBLEM.

A30 Consumer Provisioning Verizon - INTEGRIS VERIZON Report

verizon

Level 6: NewHampshire/L6

03/30/2006

AS OF: PERIOD:

MAR 2006

11111

Gutstanding

Outstanding Outstanding Outstanding

Out standing

QUES MER. QUES TEXT

5.10





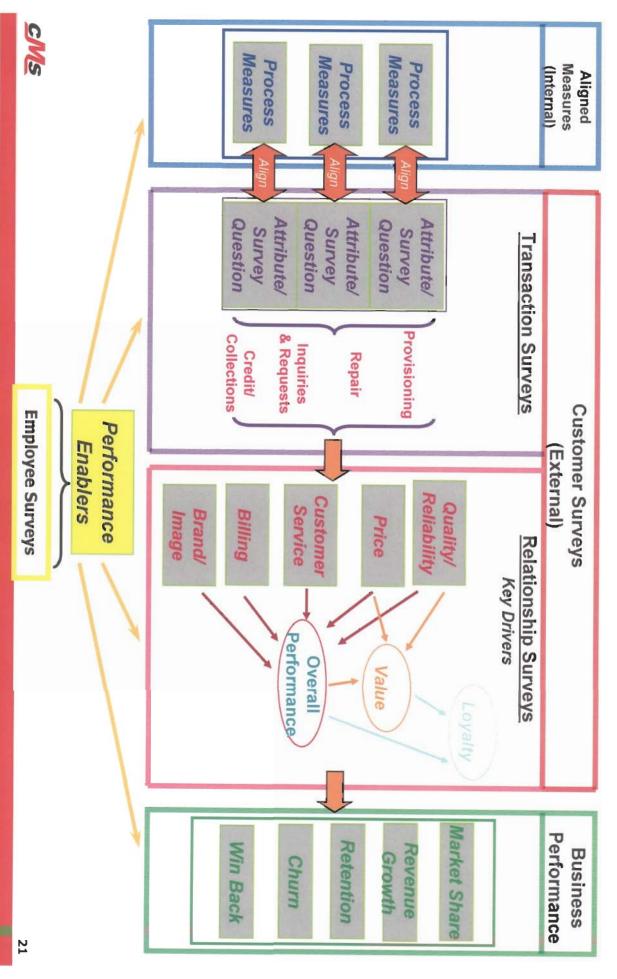
Determining What's Important to the Customer

Driver Analysis - Transactional Surveys Examples



Customer Measurements Customer Measurement Framework





Customer Measurements

Customer Care Index - Top Customer Requirements



• Provisioning:

- Perform work correctly the first time
- Keep commitments, complete work on time
- Keep Customers informed before, during, and after the work is completed

Repair:

- Fix problems quickly
- Perform work correctly the first time
- Keep Customers informed before, during, and after the work is completed



Customer Care Index - Top Customer Requirements Customer Measurements



Inquiry / Collections:

- One Call Resolution, minimize hold time and transfers
- Responsiveness, flexibility, concern and alternatives
- Being Accessible: Prompt responses and easily reaching representatives

Directory Assistance:

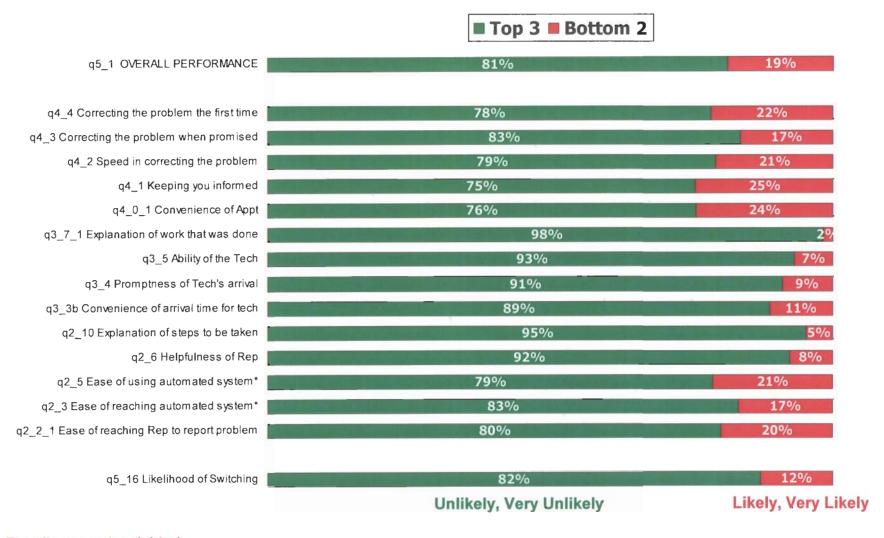
- Right number, first time
- Quick response, Minimize restatement of requests by customers



Consumer Repair

January - December 2005 CCI Performance - Area 2





Results are not weighted



Consumer Provisioning

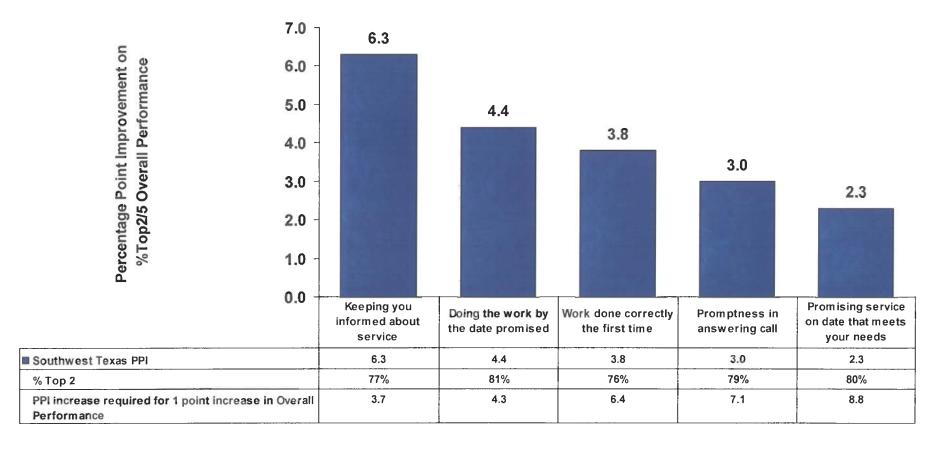


Key Driver Analysis - Logistic Regression Model

Yes, Tech Visited (N=35%)

Percentage Point Improvement in Overall Performance % Top 2 of 5 Rating If 100% of Satisfactory and Bottom 2 Ratings Moved to % Top 2 of 5 on Attributes

%Top2/5 Overall Performance Rating (82%)



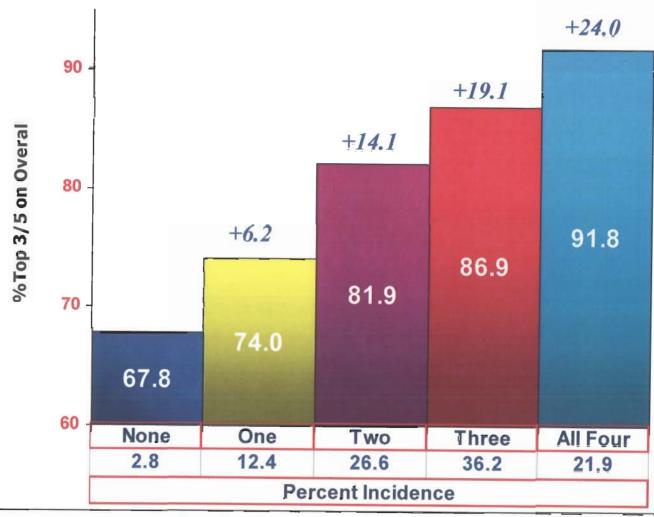


Consumer Repair

Customer Contact(s) - EOY 2005- Region 1



Impact of Customer Contact(s) on Overall Performance



A direct relationship exists between the number of interactions customers have with Verizon employees and Overall Performance ratings



General Business Repair

Verbatim Analysis - Issues Affecting Overall Performance



Top Three Negative Verbatim Comments - Satisfactory/Not So Good/Poor

Not informed of problem

Examples: Couldn't inform customers as to when the actual repair would take place, the problem persisted for days and the customer wasn't informed of the status of the repair after the initial dispatch, inadequate follow-up

Didn't like appointment time/time frame

Examples: Unresponsive to urgency of business related repair issues, slow repairs interfere with business, could not get an appointment until the following day

Service not performed correctly

Examples: Problems with service order, problem not fixed properly, problems persisted on other lines, tech left without address all of the problems, features not set up properly

Top Three Positive Verbatim Comments - Outstanding/Very Good

Liked appointment time/time frame

Examples: Tech got here the same day I called, they were here within two hours of when we called, it was done before the start of business as we needed

Problem was corrected

Examples: The tech arrived as scheduled and found the problem right away, we were up and running right away, they fix the problem the first time

Rep/Tech was courteous/good attitude

Examples: The repairman was very understanding, they were very polite when they showed up, repairman was courteous, repairman explained everything to me as he completed the work, tech was friendly

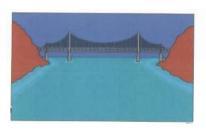




Measure Alignment Connecting

Business Processes to the Customer

Internals



Externals



Aligned Internal Measures

Analysis support



Aligned Measures are internal measures that are associated with customer requirements.



Improvement in the Right Sub Processes, Will Lead To Improvement in Critical Process Outcome Results . . . Which Will Lead to Increased Customer Loyalty



Examples of Aligned Measures



Process

Billing

Customer Service

Installation

Repair

Customer <u>Requirements</u>

Timely Posting

Knowledgeable Rep

Install On Time

Right The First Time

Aligned <u>Measure</u>

Days To Post

% Certified

% Met Appointments

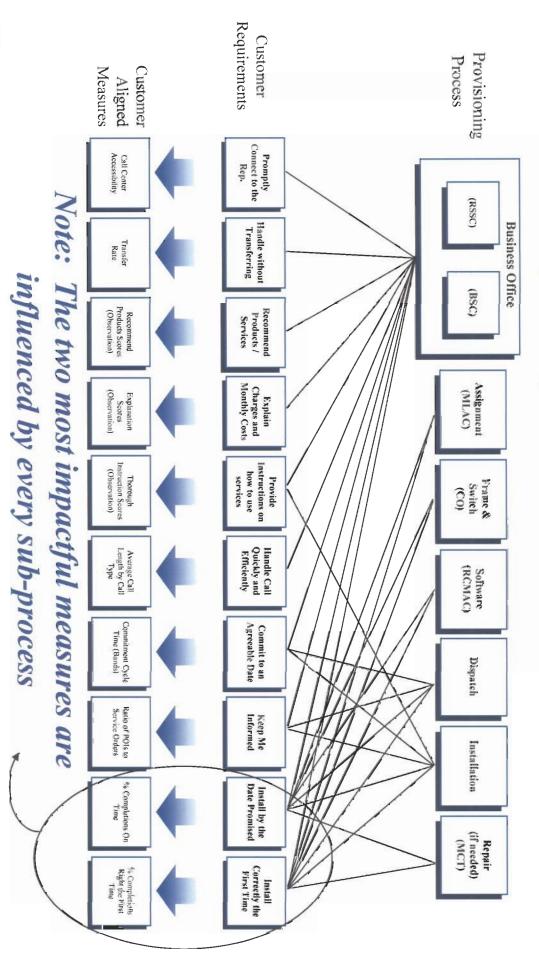
% 30 Day Repeats



Impact of Cross Functional Teamwork



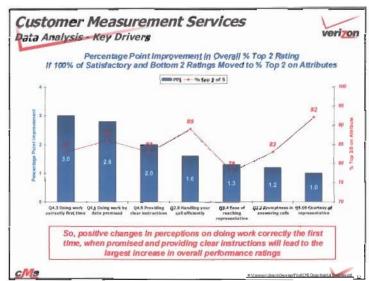
Accountability Throughout Process Ensures Success



Analysis Support



- Key Driver Analysis
 - Identify key customer requirements with quantitative and qualitative research tools
 - Company and Region Level Analysis
- Aligned Internal Measures
 - Identify key process measures that are associated with customer requirements
 - Track results utilizing aligned scorecards
- Communication
- Action Planning / Recovery Strategies
- Hypothesis Testing
- Special Analysis



| Verizon - Bue Solutions Repair | YTD 2000 | Ján | Feb | Mar | Apr | YFD 2001 |
|--|-------------|-------|-------|-------|-------|-------------|
| SPEED IN CORRECTING PROBLEM % Trbls Cird wil 6 Hrs M TTR | 68.0 | 00 | 70.24 | 76.5 | 76.52 | 76.41 |
| KEEPING INFORMED OF PROGRESS | 61.9 | 65,19 | 64.88 | 65.4 | 64.55 | 65 |
| %M & P Dispatch Compliance % Subsequents | 22.5 | 23.03 | 22.66 | 22.43 | 23.78 | 22.97 |
| CORRECTING PROBLEM WHEN PROMISED % M issed Appts DO | 73.3 | 75.37 | 76.57 | 75.31 | 75.86 | 75.78 |
| OVERALL PERFORM ANGE | 69.6 | 72.81 | 73.88 | 72.62 | 71.9 | 72.81 |

Aligned Measures Scorecard - Consumer Repair



| | | | | | | | | | | | | YTD | | | YTD |
|---------------------------------------|------|------|------|------|------|------|------|------|------|------|------|------|------|--------------|------|
| VERIZON - Consumer Repair | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | 2005 | Jan | Feb | 2006 |
| KEEPING INFORMED OF PROGRESS | 56.5 | 59.0 | 57.7 | 59.2 | 58.6 | 54.4 | 58.3 | 58.5 | 52.3 | 57.3 | 57.0 | 56.9 | 54.1 | 57.2 | 55.6 |
| Customer Contact | 1.73 | 1.88 | 1.86 | 1.84 | 1.81 | 1.72 | 1.80 | 1.84 | 1.79 | 1.87 | 1.90 | 1.81 | 1.89 | 1.94 | 1.92 |
| Tech Confirmed Work | 76.9 | 79.5 | 78.1 | 79.4 | 79.5 | 78.6 | 81.5 | 79.4 | 78.0 | 78.6 | 75.1 | 78.5 | 75.2 | 78.5 | 76.8 |
| SPEED IN CORRECTING PROBLEM | 59.2 | 61.0 | 61.2 | 60.9 | 59.0 | 55.3 | 58.9 | 60.3 | 53.9 | 59.9 | 59.1 | 58.8 | 55.7 | 59. 3 | 57.5 |
| % Trbis Cird < 24 Hrs | 54.4 | 58.6 | 56.3 | 58.9 | 55.0 | 45.0 | 52.8 | 54.6 | 42.4 | 52.3 | 53.2 | 51.9 | 48.6 | 55. 5 | 51.6 |
| FIXING PROBLEM CORRECTLY THE 1st TIME | 61.3 | 63.5 | 64.5 | 63.6 | 63.4 | 62.1 | 63.1 | 64.6 | 61.2 | 63.1 | 61.9 | 62.7 | 59.4 | 61.0 | 60.2 |
| % 30 Day Repeats | 20.5 | 19.3 | 19.5 | 18.7 | 19.0 | 20.0 | 21.2 | 19.8 | 19.6 | 21.9 | 20.4 | 19.9 | 20.0 | 19. 9 | 20.0 |
| CORRECTING PROBLEM WHEN PROMISED | 65.5 | 67.7 | 67.4 | 68.5 | 65.6 | 62.8 | 67.5 | 67.7 | 63.3 | 66.9 | 66.1 | 66.0 | 62.9 | 65. 2 | 64.1 |
| Missed Appointments | 15.2 | 13.6 | 15.6 | 14.0 | 16.2 | 20.7 | 17.0 | 16.6 | 20.8 | 18.2 | 17.4 | 17.3 | 17.8 | 15.1 | 16.6 |
| EXPLAINING STEPS TO CORRECT PROBLEM | 70.6 | 70.6 | 70.8 | 72.2 | 70.4 | 68.2 | 71.6 | 69.4 | 67.2 | 72.1 | 69.3 | 70.2 | 66.5 | 68.5 | 67.5 |
| OVERALL PERFORMANCE | 59.6 | 60.8 | 60.2 | 61.5 | 59.6 | 55.9 | 60.3 | 59.7 | 52.8 | 60.2 | 58.1 | 58.6 | 53.0 | 58.7 | 55.9 |



Web Presence



http://eweb.verizon.com/telecom/custa/cms/

- Customer Measurement
 Services' website is a valuable
 source of information on
 customer satisfaction within
 Verizon
 - Get updates on our current performance and achievement levels
 - Gather the latest research and analysis available
 - Download the latest Customer Care Index report and Aligned Measures
 - Get information about the INTEGRIS system

